

world news briefs



Opels get fresh faces

Adam Opel's top line Monza coupe (above) and Senator sedan go on sale in Europe early this year with aerodynamic body revisions similar to those of the West German company's recently announced Rekord sedan. In addition to the normal 3-liter six-cylinder engine, the latest generation will feature 2-liter four-cylinder engines with electronically controlled fuel injection.

Spanish sales up

After several years in the doldrums, new car sales in Spain edged up in the first nine months of 1982, totaling 360,098, a rise of 5.7 percent. Imports (up 19.2 percent) accounted for an unprecedented 12 percent (43,309) of what has until recently been a closed market.

Dutch Volvo output up

Volvo car, of Holland, made 90,600 300-series cars in 1982, up 16 percent over 1981. This year it hopes to make and sell 97,500. Key markets are the UK, Holland and Sweden. In recent months Volvo Car has been operating profitably, but the need to invest in a replacement for the 300-series at the end of the 1980s is a major financial burden.

Daf Trucks has new head

Aart van der Padt has been appointed chairman of the board of management of Daf Trucks, Eindhoven, Holland. He succeeds Piet van Doorne, second son of the company founder, who died suddenly last October. Van der Padt has been a board member for two years.

Peking point for Daimler-Benz

To care for the 1,200 Mercedes-Benz cars and 3,200 trucks in Red China, Daimler-Benz has opened a service shop and store in Peking. The agreement is with the Machimpex, the Chinese import organization.

Cars boost Volvo

Strong demand for Volvo cars contributed substantially to the Swedish company's almost doubled earnings (\$260 million) in the first nine months of 1982. The company also noted growth in truck sales.

Volkswagen sees red

The Volkswagen group is expected to end 1982 in the red, the first time that's occurred since 1975. Problems in North and South America and with its Adler-Triumph office equipment subsidiary were compounded by the large fall in passenger car demand in West Germany, where VW is the leading retailer.

Scania gears up

Scania has commissioned a new gearbox and rear axle gear assembly operation at its Sodertalje (Sweden) factory. It cost \$9.5 million and is capable of producing 29,000 gearboxes and 36,000 axles annually.

Poland buys Isuzu

Poland's Pol Mot trade organization will buy 500 Isuzu diesel passenger cars. It is the first sale in an Eastern Bloc country by Isuzu, which also has been approached by Pol Mot to supply diesel engines, turbodiesel cars, light trucks, panel vans and four-wheel-drive vehicles. Poland's debt burden could present payment problems, however.

Gains in France

In France 1982 new car sales through October amounted to 1.65 million, an increase of 9.7 percent over a year earlier. Sales for the full year could break the 2 million barrier for the first time.

PRODUCTION OVERSEAS

FRANCE		
Cars		
	10 mos., 1982	10 mos., 1981
Peugeot SA	1,054,356	1,071,800
Citroen	427,231	442,708
Peugeot	446,339	462,043
Talbot	180,786	167,049
Renault	1,184,298	1,054,766
Total	2,238,654	2,126,566

Trucks, buses		
	87	75
Peugeot SA	112,174	138,304
Citroen	23,863	38,889
Peugeot	76,968	87,220
Talbot	11,343	12,195
Renault	188,084	186,758
Sovam	87	108
Unic	4,404	7,332
Total	304,836	332,577
Total vehicles	2,543,490	2,459,143

ARGENTINA		
Cars		
	10 mos., 1982	10 mos., 1981
Ford	27,123	43,976
Renault	27,544	37,819
Sevel	22,389	22,493
Volkswagen	7,469	14,393
Total	84,525	118,681

Trucks, buses		
	17	58
Deutz	148	184
Fiat	12,677	16,760
Ford	3,701	5,081
Mercedes-Benz	—	85
Renault	1,053	1,749
Sevel	273	318
Scania	3,169	1,121
Volkswagen	21,038	25,356
Total	105,563	144,037

JAPAN		
Cars		
	9 mos., 1982	9 mos., 1981
Daihatsu	95,406	113,835
Fuji	147,878	138,972
Honda	636,184	622,621
Isuzu	96,806	96,820
Mitsubishi	445,903	463,720
Nissan	1,354,406	1,379,057
Suzuki	76,579	71,343
Toyo Kogyo	618,250	629,083
Toyota	1,691,766	1,674,834
Total	5,153,178	5,190,133

Trucks, buses		
	250,214	248,985
Daihatsu	223,218	200,433
Fuji	48,569	52,566
Hino	114,209	116,030
Isuzu	224,027	249,790
Mitsubishi	292,082	353,271
Nissan	456,361	545,306
Nissan Diesel	28,515	33,989
Suzuki	372,552	356,430
Toyo Kogyo	219,787	258,070
Toyota	684,402	748,773
Others	670	481
Total	2,914,606	3,164,124
Total vehicles	8,067,784	8,354,257

SPAIN		
Cars		
	9 mos., 1982	9 mos., 1981
Citroen	69,764	45,681
Fasa Renault	216,006	200,040
Ford	177,134	183,699
Seat	175,578	148,805
Talbot	40,391	46,386
Total	678,873	624,611

Trucks, buses		
	146	1,099
CAF	27,949	21,526
Citroen	9,371	8,921
Fasa Renault	21,396	21,888
Ford	5,854	3,933
Hispavinsa	2,416	2,179
Land-Rover	9,188	11,162

Mercedes-Benz	9,316	10,484
Motor Iberica	13,669	14,576
Seat	1,548	1,181
Total	100,850	96,949
Total vehicles	779,723	721,560

UNITED KINGDOM		
Cars		
	8 mos., 1982	8 mos., 1981
BL	286,158	290,140
Austin-Rover	263,638	274,740
Jaguar	13,832	8,739
Range Rover	6,688	6,661
Carbodies	939	—
DeLorean	1,333	2,301
Ford	205,759	205,246
Lotus	406	209
Reliant	54	69
Rolls-Royce	1,724	1,943
Talbot	31,307	78,537
TVR	81	113
Vauxhall	68,327	42,045
Others	375	382
Total	596,463	620,985

Trucks, buses		
	33,963	30,922
Bedford	54,994	55,154
BL	20,589	17,147
Austin-Rover	24,794	27,701
Land-Rover	9,611	10,306
Leyland	1,228	N/A
ERF	485	358
Foden	74,123	50,222
Ford	516	559
Hestair Dennis	4,372	5,472
Karrier	206	437
Metro-Cammell	1,229	977
Weymann	398	515
Seddon-Atkinson	171,517	144,616
Others	767,980	765,601
Total	171,517	144,616
Total vehicles	767,980	765,601

REGISTRATIONS OVERSEAS

UNITED KINGDOM		
Cars		
	11 mos., 1982	11 mos., 1981
Alfa Romeo	8,298	7,465
BL	266,268	273,157
BMW	22,490	16,426
Colt (Mitsubishi)	8,421	11,061
Daihatsu	4,616	2,928
Datsun	90,820	86,059
Fiat Auto	46,838	60,363
Ford	452,018	440,975
FSO	2,980	2,206
General Motors	172,485	120,755
Honda	15,869	15,359
Hyundai	2,832	—
Lada	16,269	14,812
Lotus	394	312
Mazda	14,324	15,506
Mercedes-Benz	11,872	10,421
Peugeot SA	96,076	109,526
Reliant	109	304
Renault	61,754	69,057
Rolls-Royce	788	1,204
Saab	9,046	9,080
Skoda	8,826	8,163
Subaru	2,573	3,192
Suzuki	2,608	2,525
Toyota	26,611	22,833
VAG	89,428	77,939
Volvo	49,649	42,468
Zastava	3,000	741
Others	3,466	3,537
Total	1,490,728	1,428,374

SWEDEN		
Cars		
	11 mos., 1982	11 mos., 1981
Alfa Romeo	534	419
BL	17	54
BMW	3,267	2,656
Daihatsu	1,311	880
Datsun	5,755	3,908
Fiat Auto	3,839	3,120
Ford	20,168	19,039
General Motors	20,322	14,782
Honda	4,099	3,295
Lada	2,645	2,855
Mazda	9,496	8,879

Mercedes-Benz	5,771	5,301
Mitsubishi	1,376	1,656
Peugeot SA	4,851	5,841
Porsche	154	101
Renault	2,296	2,216
Saab	27,582	24,500
Skoda	382	287
Subaru	340	—
Toyota	2,296	5,457
VAG	23,719	21,252
Volvo	50,872	44,731
Others	18	17
Total	196,061	171,247

WEST GERMANY		
Cars		
	10 mos., 1982	10 mos., 1981
Alfa Romeo	9,622	11,358
Bertona	468	—
BL	3,427	5,010
BMW	110,178	113,073
Daihatsu	5,000	7,031
Datsun	36,281	36,866
Fiat Auto	82,058	83,187
Ford	203,795	242,850
General Motors	339,863	325,634
Honda	28,564	32,256
Lada	5,478	5,661
Mazda	35,261	38,747
Mercedes-Benz	201,856	211,904
Mitsubishi	29,911	40,225
Nuova Innocenti	447	1,282
Peugeot SA	76,905	88,269
Pininfarina	159	—
Porsche	9,078	8,560
Renault	74,944	87,536
Saab	2,496	2,415
Skoda	1,161	1,468
Subaru	3,389	1,575
Suzuki	9,775	6,415
Toyota	34,313	42,980
VAG	551,232	611,975
Audi	105,407	133,353
Volkswagen	445,825	478,622
Volvo	10,303	11,783
Others	1,265	2,455
Total	1,867,229	2,020,515

AUSTRIA		
Cars		
	10 mos., 1982	10 mos., 1981
Alfa Romeo	2,336	1,940
BL	580	846
BMW	6,432	6,183
Daihatsu	278	332
Datsun	10,771	10,162
Fiat Auto	10,832	10,908
Ford	14,472	15,777
General Motors	24,843	20,034
Honda	2,693	1,682
Lada	1,817	2,357
Mazda	16,949	16,080
Mercedes-Benz	4,276	4,905
Mitsubishi	3,370	4,755
Peugeot SA	12,571	15,442
Porsche	367	402
Renault	19,272	8,799
Saab	420	608
Skoda	275	370
Subaru	2,552	2,674
Suzuki	728	1,195
Toyota	6,301	7,832
VAG	35,085	37,078
Volvo	2,651	3,043
Others	114	174
Total	171,036	173,578

JAPAN		
Cars		
	9 mos., 1982	9 mos., 1981
Daihatsu	56,060	59,030
Fuji	54,864	46,680
Honda	165,425	121,062
Isuzu	42,250	47,474
Mitsubishi	176,856	181,465
Nissan	619,705	601,483
Suzuki	58,092	48,227
Toyo Kogyo	177,435	160,180
Toyota	865,037	804,182
Imports	27,045	30,130
Total	2,242,769	2,099,913

Trucks, buses		
	191,433	180,517
Daihatsu	138,932	109,234
Fuji	28,953	30,940
Hino	106,000	106,335
Isuzu	92,227	94,057
Mitsubishi	212,280	210,774
Nissan	223,000	262,472
Nissan Diesel	14,625	16,696
Suzuki	279,374	274,709
Toyo Kogyo	110,821	124,836
Toyota	271,029	310,883
Imports	1	—
Total	1,667,775	1,721,443
Total vehicles	3,910,544	3,821,356

More Isuzus in Europe

Following introduction of the Isuzu KB pickup in Belgium, Isuzu Troopers have begun to appear in Switzerland. The Trooper, a four-seat 4x4, also will be shown at the Brussels truck show this month by GM Continental (Belgium). It is part of a GM/Isuzu agreement established last summer to introduce the Japanese vehicles into various European markets, quotas permitting.

Nissan's neat new supermini arrives

A March in Japan, a Micra in Europe

By John Hartley
Staff Correspondent

TOKYO.—"We are aiming to open up a new market in Japan with the March," says Keiko Adachi, manager-domestic marketing for Nissan Motor Co. Ltd.

The March is Nissan's new 1-liter supermini, a neat three-door hatchback of modern front-wheel-drive design. At 144 inches long, 61.4 inches wide and weighing less than 1,450 pounds, it is the size of such European superminis as Volkswagen Polo, Fiat 127 and BL Mini Metro.

Not surprisingly, Nissan intends not only to break new ground in Japan with the new product, but in Europe, as well. It will reach the European market next spring under the name Micra.

Until recently the 1-liter class in Japan has been small, accounting for about six percent of the market. In fact, until the Daihatsu Charade and Toyota Starlet were introduced four years ago, there was no 1-liter segment of any consequence in Japan, mainly because of the taxation system and operating costs.

There is a class for midsize cars of up to 550 cubic centimeters; they are economical to run and are subject to low tax rates and reduced costs for the compulsory inspection. Also, whereas a normal car must have a police-approved parking space before it can be registered, midsize cars are exempt from the rule.

On the other hand, tax and inspection costs of a 1-liter car barely differ from a 1.3 to 1.5-liter car. Therefore, Japanese people looking for a small, cheap car either have tended to buy a midsize or something like a Nissan Sunny (Sentra) or Toyota Corolla.

Recently, midsize sales have been increasing, mostly due to models registered as commercial vehicles. This situation is com-

plex because some small hatchbacks can be registered as commercial vehicles, then used privately; the Suzuki Alto, which costs around \$1,900, is an example. Many of these midsize cars are used by families and businesses as second cars.

Against this background, Honda introduced the City a year ago. Although it has a 1.2-liter engine, it is considered to be in the 1-liter class because of its small size—it is shorter than the March. The result has been an increase in sales of cars in the 1-1.2 liter class from 10,000 to 20,000 a month.

It's estimated that at least half the City buyers would have bought a slightly larger car otherwise (sales of the Civic have dropped from 8,000 to 4,000 a month since introduction of the City). Many other City buyers traded up from a midsize, though, indicating there are prospects for a blossoming 1-liter market.

In Europe, the situation is different. The 1-liter class has been large for several years; its growth potential encouraged Ford to build a new plant in Spain to start producing the Fiesta in 1976, and now General Motors has followed suit with the Opel Corsa.

In the late 1970s, over 7 percent of passenger cars sold in West Germany, The Netherlands and Britain were 1-liter class, and last year the figure was 9.9 percent. Penetration is far higher in Italy and Spain, and in all of Europe the class is worth 1.4 million cars a year.

Because of the differences in the Japanese and European markets, Nissan's strategies differ as to potential buyers. In Japan Nissan has identified two main types of buyers. "The first," says Adachi, "is the family with more than one driver. These are middle-aged couples with the wife and one child both driving. The second market is for young unmarried people—

mainly women."

In Europe there are three types of potential buyers, according to Shoji Abe, manager of exports to Europe. They are low-income young couples and single people who are looking for a cheap car; students and youngsters looking for something small and fashionable; and the second-car market. "Our main target is the low-income earner," says Abe; he adds that the "second-car market would be small for the Micra."

According to Abe, current sales in Europe are divided 10 percent for cars under 1-liter, 40 percent 1 to 1.5 liters, 40 percent 1.5 to 2 liters and 10 percent larger cars. Nissan expects the shares of the two smaller categories will increase in the future, at the expense of larger cars.

In Japan, though, Nissan's main target is the second-car family; currently about 12 percent of Japanese households have more than one car. These generally are people living in the country and small towns, according to Adachi. In those areas of Japan, the eldest son usually continues to live in his parents' house after getting married; however, that is changing and is less common in cities.

Theoretically, there are about three million potential buyers of second cars in Japan, although many buy used cars. New cars which are bought in Japan monthly as second cars are not a big market.

However, Adachi believes the market will expand as more people move out to the suburbs.



Japanese market version of Nissan's new hatchback.

"The man will use one car just for commuting to the station, leaving the other car at home," he says. At present the wife is the main user of the second car in 20 percent of households with two cars; the son is the main user in 40 percent, but the wife also is usually a driver. Therefore, the new March will be aimed at women—middle-aged in the case of the second-car market, and below 30's otherwise.

Adachi says styling of the March is orientated toward women, "but in the long run, it needs universal appeal—it might lack individuality, but this is better for sales." Many other features of the March are intended to appeal to women. The car is easy to drive — power steering and automatic transmission are options — and it is small. "Color schemes have been designed for women," Adachi says. "In particular they like red."

In Japan 70 percent of cars are white or silver, with beige next. Only recently have auto makers started using brighter colors such as red, yellow and strong blues. Adachi says young

people seem to like the new bright colors.

Adachi says that in the first month, 50 percent of all Marches sold were red. In addition 50 percent were the most expensive models, 25 percent the next expensive and only 25 percent the two cheapest models; 36 percent of all sales are registered under women's names.

To promote the March, Nissan held a competition to find a name for the car. The advertising campaign featured a young singer, Masahiko Kondo, in TV commercials. Kondo is popular with teenagers; Adachi says the "aim was to use teenagers to influence their parents."

In Europe the marketing approach will be different. Says Abe: "The competitors are all well made. The biggest sales point of the Micra is its fuel economy and practical layout. Nissan has concentrated on getting good gas mileage under European conditions."

Abe pinpoints GM's new Corsa as "very strong competition," but says European distributors are "very happy to be getting the Micra" because many had been selling the original Cherry (310) in 1-liter form years before. At a meeting two years ago the distributors urged Nissan to get into this class, and stressed that gas mileage was of prime importance. "Our surveys confirm that," says Abe, who admits Nissan is a bit late with a 1-liter in Europe, "but we are trying hard."

Nissan has built a new engine plant at Yokohama, and a new body and assembly facility in the Murayama complex for the March/Micra. Current production capacity is 15,000 units a month, but it can easily be increased to 20,000 a month.

March/Micra production is starting at 10,000 a month, and soon will grow to 13,500 a month to meet export orders. Sales are expected to start next spring in Germany, Benelux, Denmark, Switzerland and Greece with Britain, Ireland and Scandinavia following soon afterward.

Abe says initial orders call for 5,000 units a month for export in the December 1982-February 1983 period, but plant capacity probably will limit shipments to only 3,500 a month. Nissan says over 10,000 Marches were sold in their first month on sale in Japan.

Adachi expects the market for cars under 1.5 liters to increase at about 10 percent a year in Japan, and is optimistic that a sales target of 10,000 units a month can be sustained for many months, if not increased.

If those sales gains are at the expense of midsize, Toyotas and Mazdas, then Nissan will do well. But if the March is bought by people who would have purchased Sunnys or Pulsars, then Nissan profits will suffer. It's a gamble that has to be taken to open a new market sector.

Dazzling

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strengthening its position as a manufacturer of top quality cars, recent events indicate a shift in small car production. Ford has sourced the majority of its small Fiestas from Spain since the mid 1970s. This summer General Motors' Opel Corsa—a car in the same category—began to roll at Zaragoza, Spain. In September Volkswagen and Seat reached agreement whereby a high proportion of Polo/Derby models will be assembled in Seat's Spanish factories; they will be sold not only in Spain, but exported to the rest of Western Europe.

Ford has not fully revealed its plans for a possible factory in Portugal. The company says it would represent an expansion of European capacity, but other auto makers are skeptical about Ford's requirement for extra production.

Such happenings make depressing reading to laid-off Volkswagen workers in Wolfsburg. Ford of Germany and Adam Opel now also face the prospect of reduced work as export orders begin to shrink and there is little likelihood of a major return of domestic demand. Volkswagen confirms it

will sustain a loss on its worldwide activities in 1982, the first since 1975.

These are, indeed, troubled times for Germany. The jobless total shot up by more than a third during the past year. The more than 2 million unemployed are expected to be joined by another half-million more over the next 12 months.

Bankruptcies are at a record level. The virtual collapse of the AEG-Telefunken electrical machinery group was a severe blow to national morals, and a major dent in the shield of the post-war German economic miracle. German steel and shipbuilding are suffering.

German politics have moved to the right following the vote of no confidence in Chancellor Schmidt last year. At the same time, support for the ecology party (the Greens) has never been higher. "Capitalism is doomed," declares one of its leading figures.

But observers discount a repeat of events in Germany of half a century ago when social unrest and unemployment brought Hitler to power. They do agree, though, that the outlook is extremely bleak.

As a major employer, investor and exporter, the motor industry will play a vital part in the return to German stability.

West German vehicle production

Category	Jan.-Sept., 1982	Jan.-Sept., 1981
Passenger cars	2,686,921	2,376,262
Station wagons	213,888	215,119
Trucks up to 6 tonnes	99,364	111,950
Trucks, 6 to 15.9 t	44,620	48,578
Trucks, over 16 t	48,376	46,335
Buses	9,938	12,277
Street machines	22,744	21,079
Total vehicles	3,125,851	2,831,600
Exports	1,795,170	1,512,332

Source: VDA, West Germany's vehicle manufacturers' association. VDA does not provide a monthly breakdown of statistics by manufacturer. Performances of individual makers are available only on a full-year basis.

How German auto makers fare at home

	(Market shares in Germany)			
	9 mos., 1982	1981	1980	1979
BMW	5.9	5.8	5.7	5.9
Ford	10.8	11.7	10.4	11.9
General Motors	18.3	16.4	17.0	18.4
Mercedes-Benz	10.7	10.6	10.3	9.3
Porsche	0.5	0.4	0.4	0.5
VAG	29.8	30.4	30.3	31.5
Audi	5.6	6.5	8.6	9.4
Volkswagen	24.2	23.9	21.7	22.1
Imports	25.0	27.2	28.0	24.0
Total sales (units)	1.69m	2.33m	2.43m	2.62m

Source: Kraftfahrt Bundesamtes.

German vehicle production

Manufacturer	Cars			
	1981	1980	1979	1978
Audi	311,671	285,055	323,052	340,423
BMW	337,757	330,087	328,281	311,793
Daimler-Benz	449,010	438,829	433,203	403,707
Ford	486,917	419,517	546,957	544,160
Opel	810,158	786,663	960,243	952,656
Porsche	31,734	28,622	36,011	36,879
Volkswagen	1,150,560	1,233,164	1,304,466	1,300,558
Total	3,577,807	3,520,934	3,932,556	3,890,176
	Trucks, buses			
	1981	1980	1979	1978
Auwärter	944	903	1,092	749
Daimler-Benz	183,270	188,392	171,656	157,026
Faun	578	485	349	602
Kassbohrer	1,941	2,037	2,008	1,896
Magirus-Deutz	18,246	20,619	20,184	18,685
MAN	25,473	24,455	21,207	20,364
Opel	6,490	6,137	8,223	3,799
Volkswagen	82,258	114,591	92,450	93,007
Total	319,200	357,619	317,169	296,188
Total vehicles	3,897,007	3,878,553	4,249,725	4,186,364

Source: VDA

Worst is over, predicts trade group president

Rubber makers see slow recovery

A spokesman for the tire and rubber industry says a gradual economic recovery is under way.

Donald G. Brotzman, president of the Rubber Manufacturers Assn., says, "Our statistical experts believe the worst is over, the recession has bottomed out, and that our industry has begun a slow recovery along with the automobile industry and business in general."

"We expect this gradual im-

provement to continue. We are not out of the woods yet, but at least we are headed in the right direction."

Brotzman based his guardedly optimistic forecast on three industry statistical reports by the RMA, covering tires, industrial products such as hose and belting, and mechanical rubber products such as molded, extruded and lathe cut goods.

"Our statistical committees

predict slow but steady improvement over the next few years in all the main segments of our industry," Brotzman says.

The tire forecast shows U. S. demand for passenger tires growing from a total of 164.5 million units in 1982 to 172.5 million in 1983 and 181.3 million in 1984. Truck and bus tires are seen rising from 33.5 million, to 36.2 million in 1983 and 38.3 million in 1984.

The industrial products forecast, stated in dollar value instead of units, shows U. S. demand for hose growing from \$845 million in 1982 to \$870 million in 1983 and \$915 million in 1984. The demand for flat belting is expected to grow from \$335 million in 1982 to \$345 million in 1983 and \$360 million in 1984. The demand for V-belts is seen rising from \$400 million in 1982 to \$415 million in 1983 and \$435 million in 1984.

The mechanical rubber products forecast, also in dollar value, shows U. S. demand for molded goods growing from \$1.286 billion in 1982 to \$1.429 billion in 1983. Demand for extruded goods is seen growing from \$309 million in 1982 to \$337 million in 1983. Demand for lathe-cut goods is seen rising from \$54 million in 1982 to \$59 million in 1983.

Forecast: Molded, Extruded and Lathe Cut Mechanical Rubber Products

	1982	1983
Total molded goods	\$1,286,000,000	\$1,429,000,000
Total extruded goods	309,000,000	337,000,000
Total lathe cut goods	54,000,000	59,000,000
GRAND TOTAL	\$1,649,000,000	\$1,825,000,000

Note: Forecast compiled by RMA Molded & Extruded Products Division Statistical Committee. Totals shown for each product represent U. S. demand. This includes domestic shipments less exports, plus imports. Figures based on 1981 dollars.

U. S. Tire Market

	1982	1983	1984
PASSENGER TIRES			
Shipments—Original Equipment	35.5	42.5	50.3
Replacement	129.0	130.0	131.0
TRUCK & BUS TIRES			
Shipments—Original Equipment	5.6	6.5	7.1
Replacement	27.9	29.7	31.2
TRACTOR-IMPLEMENT TIRES			
Shipments—Original Equipment	1.1	1.4	1.7
Replacement	2.1	2.5	2.8

Note: Forecast compiled by RMA Tire Statistical Committee. Total for each product shows U. S. demand including shipments and imports. All figures are in millions of units.

Forecast: Industrial Products

	1982	1983	1984	1985	1986	1987
Hose	\$845	\$870	\$915	\$955	\$990	\$1,025
Flat Belting	\$335	\$345	\$360	\$370	\$380	\$390
V-Belts	\$400	\$415	\$435	\$450	\$465	\$475

Note: Forecast compiled by RMA Industrial Products Division Statistical Committee. Totals shown for each product (in millions of 1982 dollars) represent U. S. demand. This includes domestic shipments less exports, plus imports. Hose products are reinforced hose, rubber or plastic except garden hose. Flat belting is all conveyor, elevator and flat transmission belting of rubber or plastic. V-belts are all power transmission belts including industrial and automotive other than flat, of rubber or plastic, including belts made for original equipment and replacement.

Jaguar XJS Convertibles designed by Don McCullen

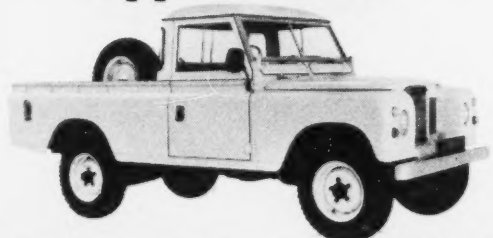


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Brotzman sees growth

Donald Brotzman, president of the Rubber Manufacturers Assn., sees slow growth in the automotive rubber sector for 1983 and 1984.

Ford Sierra wins 4 awards in U. S., Europe

DEARBORN. — Ford Motor Co. said its new Sierra, introduced in October as a replacement for the European Taunus/Cortina, has received four awards in Europe and the U. S.

Britain's 380-member Guild of Motoring Writers voted Sierra the "Top Car for 1983."

In Ireland, the Assn. of Irish Motoring Writers named Sierra "Irish Car of the Year."

The Spanish motoring journal Motor Mundial named Sierra its "Imported Car of the Year 1983," while in the U. S. the Society of Plastics Engineers recognized Sierra with an award for the research and technology necessary to produce the car's all-thermoplastic bumper system.

Strings tied to NHTSA funds; Seat-belt program questioned

WASHINGTON. — In the agreement reached between House and Senate conferees giving money for fiscal 1983 for NHTSA, the agency was banned from spending any more money on its program to promote use of safety belts.

Instead, the lawmakers told the agency to report to Congress on what increase in belt use can be achieved in what time frame and at what cost.

The conferees also called for a government-wide mandatory seat-belt-use policy to serve as an example to the private sector.

The report of the conferees told NHTSA to stop obligating money for the belt-use education program until both Appropriations Committees approve written submissions from NHTSA on how the three conditions have been met.

During House debate, Rep. John Dingell, the Michigan Democrat who chairs the House Energy and Commerce Committee, said he wants to be sure the same report is made to him and to Rep. Tim Wirth the Colorado Democrat who chairs the NHTSA oversight subcommittee.

While stressing his support of increased seat belt use, Dingell added he wants to be sure the "program is worthwhile and the funds not wasted."

In the conference report giving money—\$74 million for fiscal 1983—to NHTSA, the lawmakers expressed their continuing concern over the \$27 million seat-belt usage program.

"Over the past decade, NHTSA has undertaken numerous efforts at significant cost to promote safety belt usage," the report said. "These efforts have had no lasting effect. In fact, the national safety belt usage rate has steadily declined from 25 percent in 1974 to 11 percent in 1981."

"Although NHTSA contends that its new program is significantly different from past pro-

grams, the conferees have been presented with little evidence to support claims that it will have any better long-term results than past efforts."

As further evidence, the report cited a draft report by Congress' watchdog agency, the General Accounting Office, to the effect that NHTSA has not determined whether the benefits from the seat-belt program will outweigh costs.

Downs adds Pontiac to Chevy-Olds deal

PANA, Ill.—Charles E. Downs, of Downs Motor, Inc., has signed a Pontiac franchise.

Downs has been a Chevrolet-Oldsmobile dealer for 27 years. His father and grandfather preceded him as head of the dealership.

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NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

10 MONTHS, 1982 VS. 1981★

		Group 1 0,000 pounds and less	Group 2 6,000-10,000	Group 3 10,001-14,000	Group 4 14,001-18,000	Group 5 18,001-22,000	Group 6 22,001-26,000	Group 7 26,001-30,000	Group 8 30,001 and over	Main Totals
AUTOCAR	Oct. '82								47	47
	Oct. '81								133	133
	Year to Date '82								505	505
	Year to Date '81								998	998
BROCKWAY	Oct. '82									
	Oct. '81									
	Year to Date '82									
	Year to Date '81									
CHEVROLET	Oct. '82	31,879	23,435	1,472		18	467	442	55	57,768
	Oct. '81	25,703	19,130	736		37	584	703	106	46,999
	Year to Date '82	330,042	255,136	15,464		316	4,359	5,963	582	611,082
	Year to Date '81	293,459	224,171	9,655		657	7,128	7,889	983	543,942
(Memo Units) #	Oct. '82	17,657	7,412						25,069	
	Oct. '81	9,391	6,580						15,971	
	Year to Date '82	194,804	86,885						281,689	
	Year to Date '81	111,968	69,987						181,955	
DODGE	Oct. '82	11,348	5,474	1					16,823	
	Oct. '81	6,869	4,853	24					11,746	
	Year to Date '82	120,749	62,230	20					182,999	
	Year to Date '81	78,704	57,756	402	3				136,865	
(Memo Units) #	Oct. '82	7,432	4,142						11,574	
	Oct. '81	3,844	3,097	1					6,942	
	Year to Date '82	74,993	43,941						118,934	
	Year to Date '81	46,154	33,523	26					79,703	
FORD	Oct. '82	19,453	32,339			775	1,203	889	54,489	
	Oct. '81	17,114	32,858			976	1,846	812	53,606	
	Year to Date '82	205,428	352,817			10,533	17,589	7,533	593,900	
	Year to Date '81	200,540	354,941			12,585	20,814	7,389	596,269	
(Memo Units) #	Oct. '82	12,248	12,930						25,178	
	Oct. '81	6,535	11,750						18,285	
	Year to Date '82	117,142	134,352						251,494	
	Year to Date '81	71,776	116,764						188,540	
FREIGHTLINER	Oct. '82								599	599
	Oct. '81								742	742
	Year to Date '82								5,799	5,799
	Year to Date '81								7,311	7,311
GMC	Oct. '82	7,051	7,120	71	42	380	617	534	15,815	
	Oct. '81	4,321	5,149	281	88	524	1,033	803	12,199	
	Year to Date '82	70,771	78,518	810	920	3,736	11,230	6,954	172,939	
	Year to Date '81	48,273	60,459	430	903	5,012	9,254	8,962	133,293	
(Memo Units) #	Oct. '82	3,179	2,036						5,215	
	Oct. '81	573	1,667						2,240	
	Year to Date '82	34,454	23,352						57,806	
	Year to Date '81	7,225	17,741						24,966	
INTERNATIONAL	Oct. '82					1,857	950	1,453	4,260	
	Oct. '81		116			1,843	1,331	2,299	5,589	
	Year to Date '82					14,030	9,893	14,050	37,973	
	Year to Date '81		2,126			16,313	15,652	18,789	52,880	
(Memo Units) #	Oct. '82									
	Oct. '81									
	Year to Date '82									
	Year to Date '81									
JEEP	Oct. '82	3,412	2,150						5,562	
	Oct. '81	2,998	1,977						4,975	
	Year to Date '82	29,988	19,684						49,652	
	Year to Date '81	30,324	17,562						47,886	
(Memo Units) #	Oct. '82	3,412	1,760						5,172	
	Oct. '81	2,998	1,517						4,515	
	Year to Date '82	29,988	15,101						45,089	
	Year to Date '81	30,324	12,832						43,156	
KENWORTH	Oct. '82								672	682
	Oct. '81								889	889
	Year to Date '82								6,086	6,086
	Year to Date '81								8,786	8,786
MACK	Oct. '82					185	52	741	979	
	Oct. '81					162	66	1,302	1,530	
	Year to Date '82					1,725	510	10,407	12,642	
	Year to Date '81					1,246	284	14,297	15,827	
MERCEDES-BENZ	Oct. '82					184	90		254	
	Oct. '81								250	
	Year to Date '82					1,658	827		2,495	
	Year to Date '81								2,947	
PETERBILT	Oct. '82							430	430	
	Oct. '81							595	595	
	Year to Date '82							4,603	4,603	
	Year to Date '81							5,250	5,250	
PLYMOUTH	Oct. '82		266						731	
	Oct. '81	676	218						894	
	Year to Date '82	5,382	3,240						8,622	
	Year to Date '81	9,350	3,334						12,684	
VOLVO	Oct. '82					54	22		76	
	Oct. '81					104	31		135	
	Year to Date '82					392	166		558	
	Year to Date '81					2	13	783	600	1,398
WESTERN STAR	Oct. '82							73	72	
	Oct. '81							78	78	
	Year to Date '82							550	550	
	Year to Date '81							669	669	
WHITE	Oct. '82							390	390	
	Oct. '81							353	353	
	Year to Date '82							2,140	2,140	
	Year to Date '81							2,340	2,340	
MISCELLANEOUS*	Oct. '82	33,483	721			2	4	75	34,285	
	Oct. '81	29,474	205			2	201	140	30,119	
	Year to Date '82	268,901	5,652			7	11	126	275,833	
	Year to Date '81	261,090	3,602	2	8	11	2,458	1,363	269,785	
TOTALS	Oct. '82	107,091	71,505	1,544		82	3,829	3,412	5,800	193,243
	Oct. '81	87,155	64,506	1,041		127	4,290	5,223	8,242	170,584
	Year to Date '82	1,031,261	777,257	16,294		7	1,247	36,061	46,530	1,969,158
	Year to Date '81	921,740	723,951	10,489		11	1,573	44,755	56,039	1,836,260

\$40 million deal in works

Michigan firm to buy
Flxible from Grumman

Continued from Page 16

tinued hassles over federal funding of municipal bus orders.

"An international manufacturing and marketing structure is necessary to compete successfully in the bus business today," said John C. Bierwirth, Grumman chairman.

He said General Automotive appears capable of running the bus subsidiary, Grumman Flxible Corp., which is headquartered in Delaware, O.

Under the agreement, Grumman will be responsible for completion of structural reinforcement of Flxible Model 870 buses already delivered, and General Automotive will manufacture and deliver new buses for current and future orders.

Moss and Obert left AM Gen-

eral, special-vehicle subsidiary of American Motors, in the late 1970s to join White Motor Corp.

Moss, who had been AM General's president, became chairman and chief executive of White after the retirement of Semon E. (Bunkie) Knudsen. Obert, who had headed AM General marketing activities, was marketing vice president at White.

General Automotive was established in 1979 after both Moss and Obert left White during federal bankruptcy proceedings.

A third AM General and White "alumnus," George Steggle, is president of International Trading Corp., a General Automotive wholly owned subsidiary.

Air-suspension system built
for light-duty Chevy trucks

Continued from Page 16

plications for pickup trucks, vans and eventually four-wheel-drive vehicles in both the original-equipment and replacement markets.

The "Reflex" system was designed for Chevrolet's light trucks because nearly nine million have been produced and many of them are used as campers, trailers, snowplows and other applications that lend themselves to air suspension, Woods said.

"Put a snowplow on the front of a typical truck and it'll droop because of the extra weight," Woods said. "With this system, the vehicle can be leveled by simply adding air."

• Woods predicts that air suspension also has "tremendous potential" in the import-truck market.

"We're assessing the marketplace now and will make decisions based on the popularity of the vehicle and consumer needs," he said. "Being an utilitarian vehicle, a truck especially needs the flexibility that an adaptive suspension system such as air can offer."

An air spring is a rubber, fabric and metal container that utilizes the compressibility of the confined air as a spring.

Originally developed for buses, Goodyear's Super-Cushion air springs are being used increasingly on heavy truck tractors and trailers.

Goodyear recently announced that its air springs will be featured on some U. S. luxury cars next year.

"Air suspension is the wave of the future," Woods said. "It's the sum of all the alternatives."

factories list auction dates

Continued from Page 28

Hwy. 41, Caledonia, Wis.; Southern Auto Sales, S. Main St., Rte. 5, Warehouse Point, Conn.

Jan. 13—Brasher's Sacramento Auto Auction, West Sacramento, Calif.; Northway Exchange, Rte. 146, Clifton Park, N. Y.

Jan. 14—Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.; Denver Auto Auction, Englewood, Colo.

Chrysler Corp. sales are open to Chrysler Corp. dealers only.

Ford Motor Co.

Jan. 6—Clanton's Auto Auction, Hwy. 34 W., Darlington, S. C.; Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Jan. 7—Minneapolis Northstar Auto Auction, 7701 Hwy. 101, Shakopee, Minn.

Jan. 13—Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.

Jan. 14—166 Auto Auction, 2944 W. Sunshine, Springfield,

Mo.; Salt Lake Auto Auction, 460 Orange St., Salt Lake City; Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.

Jan. 19—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Jan. 20—Dallas Auto Auction, 4226 E. Main, Dallas; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Jan. 21—Nashville Auto Auction, 13406 Lebanon Rd., Nashville, Tenn.

Jan. 26—Harrisonburg Auto Auction, I-81 Exit 52, Harrisonburg, Va.

Jan. 27—Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Northway Exchange, Rte. 146, Clifton Park, N. Y.

GMAC names manager
of Montana office

JEFFERSON CITY, Mont. — Pharis D. Fowler has been promoted to manager of the GMAC branch here.

He succeeds James C. Langan, who is retiring. Fowler had been assistant control branch

Imports top '81 total; domestics down a bit

October registrations edge upward

Continued from Page 3

for October revealed gains for imports, luxury U. S. models, standards and intermediates.

U. S. subcompacts slipped to 14.28 percent from 16.09 percent in 1981; compacts were down to 15.86 percent from 19.00 percent; intermediates climbed to 20.96 percent from 20.70 percent; standards were up to 12.78 percent from 10.55 percent; luxury cars went to 6.33 percent from 5.78

percent, and imports leaped to 29.79 percent from 27.88 percent.

Of the domestics alone, subcompacts accounted for 20.34 percent of the total, compacts had 22.58 percent, intermediates had 29.86 percent, standards had 18.20 percent and luxury models had 9.02 percent.

U. S. registrations for the first 10 months of 1982 totaled 6,311,250, down 12.57 percent from 7,218,659 in 1981. Domestics were

down 14.04 percent, to 4,418,615 from 5,140,488, and imports were down 8.93 percent, to 1,892,635 from 2,078,171.

In 10-month shares of the total market, only Ford Motor Co. and the imports scored successes. Ford was up 0.35 percentage points, to 16.70 percent from 16.35 percent in 1981, while the imports gained 1.20 percentage points, edging to 29.99 percent from 28.79 percent.

For the 10 months, GM slipped to 43.63 percent from 44.48 percent; Chrysler was down to 8.52 percent from 8.75 percent; AMC was off 0.46 percentage points, to 1.13 percent from 1.59 percent, and miscellaneous domestics were off 0.01 to 0.03 percent.

GM helped itself to 62.32 percent of the domestic market for January through October, vs. 62.46 percent in 1981. Ford improved to 23.85 percent from 22.96 percent. Chrysler was down 12.17 percent from 12.29 percent, AMC dropped to 1.61 percent from 2.23 percent and miscellaneous domestics were down to 0.05 percent from 0.06 percent.



Weisman honored

NBC newscaster Jessica Savitch holds two of four awards presented to Frederick R. Weisman at a special tribute dinner in his honor in Washington. Weisman, owner of Mid-Atlantic Toyota Distributors, Inc., Glen Burnie, Md., was cited by the State of Maryland for his contributions to its economic development. He also received two awards for his work with exceptional children, presented by The Devereux Foundation, of Devon, Pa.



Herbie's high

Herbie Husker, a 25-foot cold-air inflatable giant, is a popular mascot at both University of Nebraska and Ford Motor Co. events.



In the silver

Joe S. Reed Jr., Lake Motors, Inc. (Chevrolet-Oldsmobile-Cadillac), Eagle Lake, Tex., receives a 25-year Cadillac dealer plaque from John R. Dudas, Cadillac district sales manager.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
OCTOBER 1982 VERSUS OCTOBER 1981

	1982		1981	
	October	Year	October	Year
AMC Spirit	908	14,967	2,170	30,574
Concord	1,589	20,202	3,277	37,743
Concord SW	640	7,195	924	12,623
Eagle 4WD	433	4,911	521	5,484
Eagle 4WD SW	1,723	14,796	1,480	13,063
Eagle SX4 4WD	788	9,112	1,277	15,083
TOTAL AMC	6,081	71,183	9,649	114,570
Chrysler LeBaron '81			1,228	31,157
LeBaron '81 SW			118	5,104
LeBaron FWD	6,416	65,290	686	686
LeBaron SW FWD	953	6,665	1	1
E Class/NY FWD	1,665	2,103		
Cordoba	1,614	12,797	1,524	21,909
Newport			52	4,050
New Yorker '81			123	5,536
NY/NY Fifth Ave.	6,086	48,616	941	1,185
Imperial	152	2,160	273	4,330
Total	16,896	137,639	4,946	73,957
Plymouth Horizon FWD	5,372	62,058	8,789	114,718
Turismo FWD	1,266	5,664		
Reliant FWD	7,985	84,821	12,238	123,639
Reliant SW FWD	2,924	33,206	3,679	46,305
Gran Fury '81			168	6,640
Gran Fury	854	13,894	281	359
Total	18,401	199,643	25,155	291,661
Dodge Omni FWD	4,893	53,327	8,501	94,557
Charger FWD	1,533	9,798		
Aries FWD	7,311	61,586	9,054	95,190
Aries SW FWD	2,570	27,152	2,816	35,009
Dodge 400 FWD	2,551	21,865	225	225
Diplomat	1,612	19,946	1,267	21,174
Diplomat SW	1	70	52	2,536
Mirada	708	6,017	875	12,715
Dodge 600 FWD	767	892		
St. Regis			182	4,879
Total	21,946	200,653	22,972	266,285
TOTAL CHRYSLER CORP.	57,243	537,935	53,073	631,903
Ford Escort FWD	18,332	208,418	15,416	146,744
Escort SW FWD	6,044	65,687	7,181	97,816
EXP FWD	2,291	31,527	5,491	42,225
Pinto			85	9,269
Pinto SW			24	2,742
Fairmont	9,592	102,322	11,623	124,747
Fairmont SW	13	2,022	2,094	42,661
Tempo FWD	1	2		
Granada	3,359	55,518	8,305	85,002
Granada SW	1,860	31,213	1,424	1,676
LTD	1,728	1,739		
LTD SW	426	431		
LTD '82	2,200	41,709	2,997	44,197
LTD Crn. Victoria	5,900	38,369	3,475	32,709
LTD Crn. Vict. SW	1,548	16,907	1,282	16,195
Mustang	10,900	94,490	12,091	133,404
Thunderbird	4,359	37,591	5,008	60,788
Total	68,553	727,945	76,496	840,175
Lincoln Town Car	4,765	29,718	2,181	23,890
Mark VI	2,431	20,184	2,307	25,235
Continental	2,066	17,014	727	801
Total	9,262	66,916	5,215	49,926
Mercury Lynx FWD	5,903	62,969	5,298	51,245
Lynx SW FWD	1,848	17,186	2,176	28,343
LN7 FWD	681	10,704	1,615	14,065
Capri	2,903	24,019	3,515	42,044
Bobcat			21	2,107
Bobcat SW			2	483
Zephyr	3,273	32,728	2,950	37,168
Zephyr SW	7	804	535	10,586
Cougar	1,727	26,134	3,618	36,155
Cougar SW	648	12,409	781	896
Marquis	406	410		
Marquis SW	363	363		
Marquis '82	416	8,886	642	6,561
Marquis Brougham '82	798	13,911	1,095	10,270
Grand Marquis	4,075	28,888	2,348	19,262
Marquis '82 SW/G Mrq. SW	685	7,687	587	5,687
XR7	1,597	13,822	2,304	25,259
Total	25,330	258,920	27,485	290,131
Lincoln-Mercury Div. Total	34,592	325,836	32,700	340,057
TOTAL FORD MOTOR CO.	103,145	1,053,781	109,196	1,180,232
Buick Skylark FWD	11,001	119,704	14,594	168,167
Skyhawk FWD	4,760	33,867		
Skyhawk SW FWD	102	109		
Century FWD	8,803	71,625	1	7
Regal/Century	19,085	170,530	26,075	274,912
Regal/Century SW	1,131	11,849	861	13,109
LeSabre	2,667	24,260	2,181	18,907
LeSabre Limited	6,039	49,845	4,341	38,553
Electra	5,716	45,409	5,891	45,743
Buick SW	1,276	11,956	841	8,802
Riviera FWD	4,198	33,888	4,333	39,086
Total	64,778	573,042	59,118	607,286
Cadillac deVille	10,561	86,325	9,293	82,067
Cimarron FWD	1,061	10,125	2,661	9,045
Fleetwood & Chas.	3,833	30,094	3,249	28,660
Eldorado FWD	5,366	43,904	5,509	43,309
Seville FWD	2,467	17,615	2,053	18,974
Total	23,288	188,063	22,765	182,055
Chevrolet Chevette	17,744	191,508	20,595	310,879
Camaro	12,109	141,169	5,147	87,706
Monza			79	15,992
Cavalier FWD	7,981	72,843	10,880	37,742
Cavalier SW FWD	2,264	20,990	3,066	12,317
Citation FWD	12,826	152,799	19,760	255,165
Malibu	4,192	54,871	10,993	134,780
Malibu SW	3,426	33,484	3,839	48,675
Celebrity FWD	10,132	70,892		
Monte Carlo	7,584	78,202	13,833	138,268
Impala	3,515	42,910	4,775	51,996
Caprice	10,182	81,274	9,827	81,056
Chevrolet SW	3,856	35,927	3,235	37,761
Corvette	1,561	17,851	2,097	26,304
Total	97,372	994,720	108,126	1,238,641
Oldsmobile Omega FWD	5,441	59,692	8,857	93,580
Firenza FWD	2,785	20,247		
Firenza SW FWD	66	76		
Cutlass Ciera FWD	11,695	82,709		
Cutlass Salon '81			10,883	133,906
Cutlass Sup./Calais '81			22,174	228,299
Cutlass Sup./Calais	23,294	211,299		
Cutlass SW	1,421	16,401	1,866	26,567
Delta 88	486	7,001	918	10,116
Delta Royale	12,674	118,976	9,343	106,508
98	8,796	66,752	7,596	63,788
Oldsmobile SW	1,755	16,006	1,247	14,437
Toronado FWD	2,957	25,576	3,155	30,925
Total	71,372	624,735	66,039	708,141
Pontiac 1000	3,569	40,704	5,600	44,039
Firebird	6,646	77,614	2,711	47,974
Sunbird			120	28,091
2000 FWD	4,348	38,727	6,966	30,485
2000 SW FWD	807	6,676	1,206	5,403
Phoenix FWD	3,150	39,586	5,200	70,684
LeMans/Bonneville	4,941	48,456	4,208	42,027
LeMans/Bonneville SW	1,127	11,882	1,600	19,983
6000 FWD	5,624	37,903		
Grand Prix	6,001	67,387	10,724	110,047
Catalina	3	444	371	5,630
Bonneville '81	14	1,675	2,450	35,611
Bonneville Brougham '81	22	1,455	1,976	27,504
Pontiac SW	8	484	417	7,304
Total	36,260	372,973	43,569	474,784
TOTAL GM CORP.	293,070	2,753,533	299,617	3,210,907
(Checker)	146	1,910	342	2,378
Misc. Domestic	172	2,183	385	2,876
Domestic Station Wagon Total	39,492	409,613	43,334	516,084
Domestic Grand Total	459,711	4,418,615	471,920	5,140,488
Import Total	195,095	1,892,635	182,410	2,078,171
Grand Total All Registrations	654,806	6,311,250	654,330	7,218,659

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.

Automotive News

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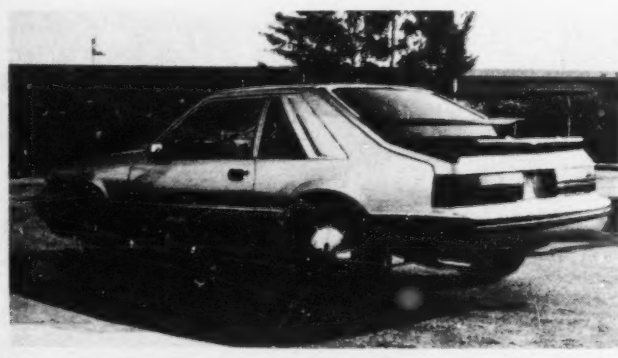
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SVO Mustang



Performance pony car due next fall

Ford Motor's Special Vehicles Operation will offer this limited-production (about 8,000 copies), high-performance SVO Mustang model next fall. The SVO Mustang will be powered by Ford's 2.3-liter turbocharged and fuel-injected four-cylinder engine, tweaked even further with the addition of an intercooler and aluminum pistons. Note unique wheels and body work, including twin-tiered rear spoiler. Target price is said to be about \$16,000.



Chrysler, Ford join GM with cut-rate interest

By Joseph Bohn
Marketing Editor

The auto companies lined up behind low-interest financing again after closing out a December which left most dealers in high spirits.

Ford Motor Co. and Chrysler Corp. pretty well matched General Motors' 11.9 percent financing program, with similar dates and rates. There are differences however. All three programs continue until March 31.

GM dealers give up 70 percent of their finance reserve, Chrysler dealers the whole thing. At Ford, reserves are paid on a dollar basis, depending on the car line.

With recourse financing, Ford dealers get \$85, for example, on Escort/Lynx, \$130 on a Bronco and \$115 on the new '83 LTD/Marquis. On without recourse, they receive \$35, \$80 and \$65, respectively, for those lines.

GM's interest financing is available only through GMAC,

while Ford and Chrysler offer it through their financial subsidiaries as well as participating banks.

Chrysler pays the difference between 11.9 percent and the net dealer rate or 16½ percent, whichever is less. Its payment rates to banks are 90 percent of the loan on 1-12-month contracts, 85 percent for 13-24 months and 75 percent for 25-to-48-month contracts.

Ford's payments are against flat dollar amounts, depending on the car, area of the country and whether it's recourse or non-recourse paper.

- In Florida, for example, banks get \$425 on Escort/Lynx with recourse; \$375 without; \$675 on Bronco with recourse, \$625 without; \$575 on LTD/Marquis with recourse, \$525 without.

In Texas/California, banks receive \$475 on Escort/Lynx on recourse paper; \$425 without re-

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'82 new-car sales lowest since '61 despite late rush

By Jenny L. King
Staff Writer

The domestic auto industry closed its 1982 sales year with seven consecutive periods of sales increases and a fourth-quarter gain of 16.69 percent, perhaps paving the way to a long-awaited economic recovery in 1983.

Behind the smokescreen created by these incentive-produced sales fires was a year that was the domestic industry's worst since 1961. Sales were off to a slow start last January and never really got moving until lower interest rates for customers were offered in November and December.

The amazing imports kept a fast pace in 1982, seldom losing stride, with five companies reporting record sales in the U. S. last year and the Japanese makers taking an ever-larger share of the import total and the industry total. Last August, imports chewed off a record 32.74 percent of the U. S. market.

In 1982, domestic auto makers retailed 5,756,660 new cars, down 7.24 percent from 6,206,296 in 1981 and down 12.49 percent from 6,578,275 in 1980. It was lowest for the domestic industry since the 5,556,102 figure of 1961.

Imported-car sales in 1982 were down 4.49 percent, to 2,220,910 from 2,325,218 in 1981. Their best year was 1980 when 2,395,036 passenger cars were sold in the U. S. Because the domestic competition was weak, imports earned a record share of the market in 1982: 27.84 percent, compared with 27.25 percent in 1981 and 26.69 percent in 1980.

The Japanese share of the import segment was 81.11 percent last year, up from 79.95 percent in 1981. Japanese-built passenger cars represented 22.58 percent of the total U. S. market in 1982, up from 21.79 percent a year earlier.

Total number of cars sold in

the U. S. was 7,977,570 in 1982, down 6.49 percent from 8,531,514 in 1981. The industry's best year was 1973, when 11,427,478 domestics and imports were purchased.

None of the major U. S. auto makers reported a sales gain in 1982. Ford Motor Co. came the closest to meeting its year-earlier total—it was down 2.53 percent. Volkswagen of America suffered a disastrous sales year, tumbling 43.88 percent from its 1981 sales level.

In 1982, General Motors sales totaled 3,515,660, down 7.40 percent from 3,796,696 in 1981. Ford Motor Co. sales of 1,345,698 were down 2.53 percent from 1,380,600. Chrysler Corp. announced a total of 691,703 domestic sales, down 5.23 percent from 729,873 a year earlier.

American Motors dropped to 112,433 from 136,682, a difference of 17.74 percent, and VWoA plunged to 91,166 from 162,445, a 43.88-percent drop.

GM slipped to 61.07 percent of the domestic market from 61.17 percent. Ford was up to 23.38 percent from 22.25 percent. Chrysler pushed ahead to 12.02 percent from 11.76 percent. AMC

was down to 1.95 percent from 2.20 percent, and VWoA picked up the remaining 1.58 percent, down from 2.62 percent.

The daily selling rate for the domestics averaged 18,751 in 1982, down 7.24 percent from 20,216 in 1981. There were 307 selling days both years.

Only four domestic makes finished the year ahead of their 1981 sales performances. Chrysler was up 87.89 percent, Lincoln was up 45.81 percent, Cadillac was up 8.08 percent and Buick just made it — up 0.05 percent, or 394 units.

Minus signs were chalked up by Plymouth, down 22.72 percent; Imperial, down 44.05 percent; Dodge, down 14.60 percent; Ford, down 5.29 percent and Mercury, down 3.65 percent. Also off were Chevrolet, down 12.60 percent; Oldsmobile, down 5.79 percent; Pontiac, down 12.54 percent; AMC, down 39.82 percent, and VWoA, down 43.88 percent. Renault Alliance, a new make, did not have a year-ago comparison.

In December, the domestic companies enjoyed a 25.30-percent sales increase, jumping to

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breaking news

1983 to start in spring for Fiat

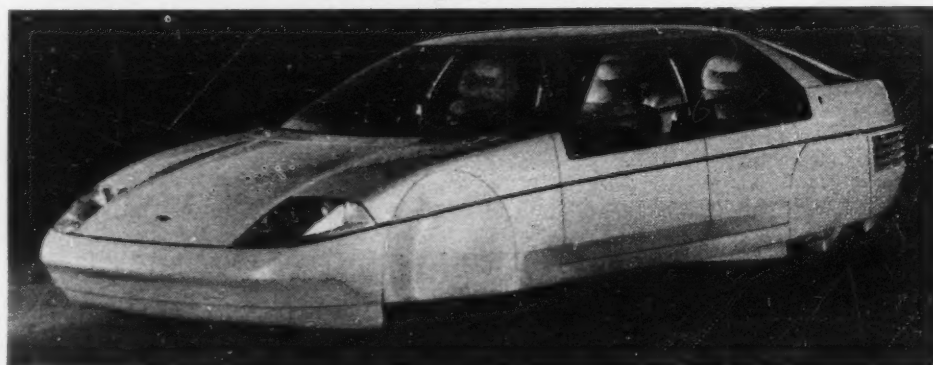
HASBROUCK HEIGHTS, N. J.—Fiat Motors of North America anticipates its rebates of \$1,500 and \$2,000 on 1982 models will clear out its U. S. inventory of some 5,000 units in about three months. In that case, 1983 models will start arriving at the end of April or early in May, a spokesman said. The fact that both the Spider and the X 1/9 are produced by coachbuilders will shorten the pipeline, he said.

23,000 orders for Thunderbird, Cougar

DETROIT.—Ford Motor Co. said last week that it has received more than 23,000 dealer orders for the new Ford

See BREAKING NEWS, Page 8, Col. 1

Probing the limits



Ford to unveil Probe IV at Detroit show

Ford will unveil a running experimental model, Probe IV, at the Detroit Auto Show this week. The aerodynamic sedan was designed in Dearborn and the mechanicals built by Ford. Body work was done in Turin by Ghia, a Ford subsidiary. Wheel

fairings move to accommodate turns. A computer controls the pneumatic suspension to keep the car as close to the ground as possible. The running Probe IV is expected to have a drag coefficient below 0.20. Story on Page 2.

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